

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT LOMBARD, INC.

Ad No. 472-03 - (RAGS TO RICHES) - Req. No. M93561 - Page, 4/c - (7 x 10 inches)

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(604)

Go from rags to enriches.

If you believe all ultra light cigarettes are paupers when it comes to taste, you haven't tried Merit Ultra Lights. It's the only ultra light with Enriched Flavor.[®] For a richer, more satisfying taste than you ever thought possible. Find out why it's one of today's fastest growing ultra lights. Taste one yourself. We think you'll find it very rewarding.

Enriched Flavor,[®] ultra low tar. A solution with Merit.



Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

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Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

